

**WHAT IS CLAIMED IS:**

1. A system for supplying information about a physical location visited during travelling by a user, comprising:

a portable device adapted to be carried by a human being user, the portable device having a unique device identification code;

a travel service company for delivering the user to a destination and for providing the portable device to the user for use during visiting the destination;

a reader adapted to read the device identification code of the portable device of the user when in close proximity to the reader, the reader being disposed in or near a physical location disposed within the destination; the reader having a unique reader identification code, the reader including capability to supply as an output the read device identification code and the reader identification code;

a control center receiving identification information identifying an identity of the physical location and associating the received identification information with the reader identification code of the reader; the control center adapted to receive the device identification code and the reader identification code output by the reader, the control center adapted to supply fulfillment information associated with the supplied reader identification code to a final information destination associated with the received device identification code

2. The system of claim 1, wherein the final information destination associated with the device identification code of the portable device provided to the user is travel service company.

3. The system of claim 2, wherein the travel service company is adapted to supply the supplied fulfillment information to the user.

4. The system of claim 2, wherein the travel service company is adapted to deliver the user to a second destination when the user returns to the travel service company after visiting the physical location associated with the reader; and the travel service company is adapted to supply the supplied fulfillment information to the user when the user returns to the travel service company.

5. The system of claim 2, wherein the device identification code of the portable device supplied to the user is associated with the travel service company so that an identity of the user remains anonymous to the control center and to visited locations.

6. The system of claim 2, further comprising a plurality of readers within or near a plurality of physical locations within the destination, each of the readers having a respective reader identification code; and each of the readers is associated with respective fulfillment information relating to the respective physical location.

7. The system of claim 6, wherein the control center is adapted to supply a travel record identifying each of the physical locations visited by the user to the location associated with the device identification code of the portable device.

8. A process of supplying information during travelling relating to a visited location to a user of a portable device having a unique device identification code, comprising the steps of:

- travelling a user to a destination by a travel service company;
- supplying to the user by the travel service company a portable device having a unique device identification code;
- visiting by the user of a physical location within the destination about which information is desired;
- disposing a reader having a unique reader identification code within or near the physical location;
- reading by the reader the device identification code of the portable device held by the user;
- supplying to a control center the read device identification code and the reader identification code of the reader having read the device identification code; and
- supplying by the control center to a location associated with the supplied device identification code information associated with the supplied reader identification code.

9. The process of claim 8, further comprising the step of identifying a location of the travel service company as the location associated with the device identification code of the

portable device supplied to the user so that the control center supplies the information to the travel service company.

10. The process of claim 9, further comprising the step of supplying by the travel service company the supplied information to the user.

11. The process of claim 9, further comprising the step of returning by the user to the travel service company after visiting the physical location; and wherein the step of supplying the supplied information by the travel service company is carried out when the user returns to the travel service company.

12. The process of claim 9, further comprising the step of associating the device identification code of the portable device supplied to the user with the travel service company so that an identity of the user remains anonymous to the control center and to the visited physical location.

13. The process of claim 9, wherein the step of travelling is carried out by travelling by ship the user to the destination; the step of supplying by the control center is carried out by supplying the information associated with the supplied reader identification code to the ship; the process further comprising the steps of the user returning to the ship after visiting the physical location and supplying the supplied information to the user after the users returns to the ship.

14. The process of claim 9, wherein the step of disposing a reader is carried out by disposing readers within or near a plurality of physical locations within the destination, each of the readers having a respective reader identification code; and the supplying by the control center step is carried out by supplying respective information associated with each of the reader identification codes of the readers of the physical locations visited by the user.

15. The process of claim 14, further comprising the step of supplying a travel record identifying each of the physical locations visited by the user by the control center to the location associated with the device identification code of the portable device.

16. A system for supplying information about vendors visited at an event, comprising:

portable devices adapted to be carried by human being users, each of the portable devices having a respective device identification code;

a plurality of readers adapted to read the device identification code of a portable device in close proximity to the respective reader, each of the readers being disposed in or near a respective presentation area at an event and associated with a respective entity represented at the event; each of the readers having a respective reader identification code and having capability to supply as a respective output the read device identification code and the reader identification code of the respective reader; and

a control center adapted to receive the device identification code and the reader identification code output by each of readers, the control center adapted to, for each output, supply information associated with the supplied reader identification code to a destination associated with the received device identification code.

17. The system of claim 16, wherein the information associated with each of the readers relates to the respective entity associated with the respective reader.

18. The system of claim 16, wherein the destination associated with a respective reader is identified by a user of the respective reader.

19. The system of claim 16, wherein the control center is adapted to receive information associated with a respective reader identification code after the control center receives the output by the respective reader, and the control center is adapted to supply the information to the destination associated with the received device identification code upon the control center's receipt of the information.

20. The system of claim 16, wherein the control center is adapted to receive respective information associated with each of the readers before or after receiving the output of the respective reader.

21. A process of supplying information relating to a location at an event to a user of a portable device, comprising the steps of:

providing to a user a portable device having a device identification code stored on or in the portable device;

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identifying by the user of an information destination to which information is to be supplied when the user utilizes the portable device;

associating the identified information destination to the device identification code of the portable device provided to the user;

providing readers to each of a plurality of companies being represented at an event, each of the readers having a respective reader identification code;

disposing each of the readers within or near a display for presentation of the respective company at the event;

identifying to a control center respective information associated with each of the reader identification codes of the respective readers and relating to the respective companies;

visiting by the user of a display of at least one of the companies at the event;

reading the device identification code of the portable device of the user by the respective reader of each of the companies visited by the user;

supplying to the control center the read device identification code and the reader identification code for each of the visits by the user; and

supplying by the control center to the information destination associated with the supplied device identification code each of the respective information associated with each of the supplied reader identification codes.

22. The process of claim 21, wherein the step of identifying to the control center respective information associated with each of the reader identification codes is carried out after the step of reading the device identification code of the portable device.

23. The process of claim 21, wherein the step of identifying to the control center respective information associated with the reader identification codes is carried out after the step of reading the device identification code of the portable device for a first group of the plurality of companies; and the step of identifying to the control center respective information associated with the reader identification codes is carried out before the step of reading the device identification code for a second group, different from the first group, of the plurality of companies.